



JENNIFER M. GRANHOLM  
GOVERNOR

STATE OF MICHIGAN  
**DEPARTMENT OF TRANSPORTATION**  
LANSING

Kirk T. Steudle  
DIRECTOR

January 16, 2007

**2007 DBE Small Business Development Conference**

Conference Registrants:

We are pleased to announce the 2007 DBE Small Business Development Conference. It will be held March 26<sup>th</sup> and 27<sup>th</sup> at the Marriott Hotel in Pontiac, Michigan. This will be our 27<sup>th</sup> annual conference and it promises to be another informative and enjoyable event.

A conference brochure and registration form is included in this packet, as well as information and directions to the host hotel. Feel free to copy the registration form if more than one person from your organization will attend. **We will need a registration form for each registrant.** As you review this material you will see that we have excellent speakers and breakout sessions so you will want to return your registration form(s) as soon as possible. As in previous years there will be no registration fee so space is limited. We have an early registration gift if you return your registration form(s) by February 2<sup>nd</sup>. You will receive our most recent MDOT Specification Book. Once your attendance is verified we will mail the specification book to you (one per company).

You should fax your completed registration form(s) to **517-335-6859** or mail your form(s) in the self-addressed envelope provided. **Please fax or mail your registration form(s) no later than Friday, March 9, 2007.** You should also make your hotel reservations as soon as possible. To receive the special conference rate at the Marriott, you must let the hotel know you are attending the MDOT DBE Conference.

Feel free to contact Connie Durham at 517-373-2377 or at our toll-free number, 1-866-DBE-1264 (1-866-323-1264) if you have questions. We look forward to receiving your registration form and seeing you on March 26<sup>th</sup> and 27<sup>th</sup>.

Sincerely,

Dr. Patricia A. Collins  
DBE Program Administrator

Attachments

# Conference Agenda

March 26 & 27

Marriott Hotel

Pontiac, MI



prepared by MDOT Graphics  
3000 copies printed at \$0.052 ea. for a total cost of \$156.93  
Graphics/OEO/DBE/AnnualBusDevConference/27thAnnual



# Conference Keynote Speakers



**Kirk T. Steudle** is the Director of the Michigan Department of Transportation (MDOT). Prior to accepting this position he served as MDOT's Chief Deputy Director, and he has held several high level positions within the department.



**Jackie Shinn** is the Michigan Department of Transportation (MDOT) Chief Deputy Director. Prior to accepting this position she served as the MDOT Director's Chief of Staff. She has held several high level positions within MDOT including the Administrator of MDOT's Economic Development Office.



**Dennis Archer** is the former Mayor of the City of Detroit. He served as a justice on the Michigan Supreme Court from 1994-2001. In addition to his political and judicial appointments he is a renowned community activist. He is currently the Chairman of the Detroit-based law firm Dickinson Wright.



**Linda Parker** is the Director of the Michigan Department of Civil Rights (MDCR). She is a former partner of the Detroit-based law firm Dickinson Wright where she practiced environmental law. She also served as first Executive Assistant to U.S. Attorney Saul A. Green from 1994-2000.



**Cheewa James** is an upbeat, thought-provoking speaker, author and TV personality. When speaking she often draws upon her Native American background when giving her informative and entertaining speeches. She empowers people to sharpen business and social skills to manage themselves and their relationships more successfully.



**Dr. Melvin Gravely, II** is a business owner and an expert on the subjects of entrepreneurship and business development. He is the author of the popular book *When Black & White Make Green; a continuing story of entrepreneurship*.



Providing the highest quality integrated transportation services for economic benefit and improved quality of life.

## Day 1 – Monday, March 26

- 7:00-8:00 Breakfast  
 8:00-8:15 Welcome – Terrence Hicks  
 8:15-8:30 Plan for the Day – Patricia Collins  
 8:30-9:30 Keynote Address – Ms. Cheewa James: Author and TV Personality  
 Topic: Motivation – The Key to Success
- 9:45 – 10:45 **Breakout Sessions**
- MDOT Wage and Labor Compliance Requirements
  - Entrepreneurship – What's Required to Succeed
  - How to Effectively Market Your Business
  - Time/Stress Management: Tips for the Successful Entrepreneur
- 11:00-12:15 **Breakout Sessions**
- Association Memberships: Maximizing Your Investment
  - Building Prime Contractor/Subcontractor Relationships
  - Making the Most of Your Contacts - Networking For Success
  - MDOT's Construction Prequalification Process: Everything You Need To Know
- 12:30 Lunch Keynote Address – Mr. Kirk Steudle, Director – MDOT  
 Topic: Building Michigan's Economy – The Important Role of Transportation
- 2:00-3:15 **Breakout Sessions**
- Putting the Package Together: Preparing an Estimate and Bid
  - State of Michigan Contracts: Opportunities Beyond MDOT
  - MDOT's New Service Consultant Contract Process
  - MDOT's DBE Certification Process: Everything You Need to Know, But Were Afraid to Ask
- 3:30-4:30 General Session – Ms. Jackie Shinn, MDOT Chief Deputy Director  
 Topic: MDOT's Strategic Direction: Where We're Going/Where We've Been
- 4:30-5:15 Keynote Address – Ms. Linda Parker, Director – Michigan Office of Civil Rights  
 Topic: Proposal 2 - The Background, History and an Update on this Affirmative Action Proposal
- 5:30 Mix and Mingle Reception

## Day 2 – Tuesday, March 27

- 7:00-8:00 Breakfast  
 8:00-8:15 Welcome – Terrence Hicks  
 8:15-8:30 Plan for the Day – Patricia Collins  
 8:30-9:15 Keynote Address: Dr. Melvin J. Gravely, II, Institute for Entrepreneurial Thinking  
 Topic: When Black and White Make Green; Principles for Business Success
- 9:30-10:45 **Breakout Sessions**
- Navigating MDOT's Contract Payment Process
  - Bonding and Accounting Requirements
  - Project Safety: Protecting Yourself, Protecting Your Employees
  - Surviving Tough Economic Times: How To Manage Your Cash Flow
- 11:00-12:15 General Session: Panel of MDOT Region Engineers
- 12:30 Lunch Keynote Address: Dennis Archer, Chairman of the Law Firm Dickinson Wright  
 Topic: Building a Diverse 21st Century Workforce
- 1:30 Closing Comments – Terrence Hicks

## Conference Registration Form

*Please Complete One Form for Each Person Attending*

**Monday, March 26<sup>th</sup>** *(Please print clearly)*

<b>I am a:</b> (Please Check One)	MDOT Employee <input type="checkbox"/>	DBE <input type="checkbox"/>	Prime Contractor <input type="checkbox"/>	Other <input type="checkbox"/>
<b>Company Name:</b>				
<b>Company Address:</b>				
<b>City, State, Zip:</b>				
<b>Phone Number:</b>				
<b>E-Mail Address:</b>				
<b>Name of Attendee:</b>				
<b>I plan to attend the conference on Monday, March 26<sup>th</sup></b>	<b>Yes</b>	<b>No</b>		
<b>I plan to attend the breakfast on Monday</b>				
<b>I plan to attend the Keynote Address given by Cheewa James</b> Topic: Motivation – The Key to Success				
<i>Please check the breakout session you plan to attend</i>				
<b>I plan to attend this Monday morning breakout session 9:45 – 10:45:</b>			<b>(Check only one)</b>	
<b>MDOT Wage and Labor Compliance Requirements</b> This workshop will focus on requirements for MDOT projects including applicable laws and required paperwork.				
<b>Entrepreneurship – What's Required to Succeed</b> This session will focus on the skills and abilities small business owners need for business growth.				
<b>How to Effectively Market Your Business</b> This session will focus on specific, inexpensive ways to market a small business.				
<b>Time/Stress Management: Tips for the Successful Entrepreneur</b> Business and personal time management is an important aspect of getting and keeping contracts and building relationships. This session will focus on the relationship between time management and business management.				
<b>I plan to attend this Monday morning breakout session 11:00 – 12:15:</b>			<b>(Check only one)</b>	
<b>Association Memberships: Maximizing Your Investment</b> This session will focus on the MDOT reimbursement programs for DBE's and the benefits of joining associations such as: MITA, MWB, APAM, CAM, ACEC.				
<b>Building Prime Contractor/Subcontractor Relationships</b> This session will provide insights into how to effectively communicate with contractors and strengthen partnering opportunities.				
<b>Making the Most of Your Contacts: Networking for Success</b> The ability to successfully network is both an art and a skill. This session will focus on innovative ways business owners can expand contracting opportunities by networking.				
<b>MDOT's Construction Prequalification Process: Everything You Need to Know, But Were Afraid to Ask</b> This session will focus on MDOT's new consultant prequalification process.				
<b>I plan to attend the luncheon on Monday –</b> <b>Keynote Address: Kirk Steudle, Director - Michigan Department of Transportation</b> Topic: Building Michigan's Economy – The Important Role of Transportation			<b>Yes</b>	<b>No</b>

*(Please complete the back of this registration form.)*

Monday, March 26<sup>th</sup> – continued

<b>I plan to attend this Monday afternoon breakout session 2:00 – 3:15:</b>			<b>(Check only one)</b>	
<b>Putting the Package Together: Preparing an Estimate and Bid</b> This session will provide information on the necessary ingredients for successful estimates and bids.				
<b>State of Michigan Contracts: Opportunities Beyond MDOT</b> This workshop will focus on how to compete for contracts with other Government agencies such as DMB, transit agencies, and the Department of Information Technology.				
<b>MDOT's New Service Consultant Contract Process</b> This session will focus on the information required by MDOT (Commission Audit, Contract Services, etc.) to successfully compete for architectural/engineering and other non-construction contracts.				
<b>MDOT's DBE Certification Process: Everything You need to Know, But Were Afraid to Ask</b> This workshop will provide information on MDOT's DBE certification process including requirements to become a DBE and on-going certification requirements for certified DBE's.				
<b>I plan to attend the General Session – Jackie Shinn, MDOT Chief Deputy Director</b> Topic: MDOT's Strategic Direction: Where We're Going/Where We've Been			<b>Yes</b>	<b>No</b>
<b>I plan to attend the Keynote Address given by Linda Parker, Director - Michigan Office of Civil Rights</b> Topic: Proposal 2 – The Background, History and Update on this Affirmative Action Proposal				
<b>I plan to attend the Mix and Mingle Reception</b>				

Tuesday, March 27<sup>th</sup>

<b>I plan to attend the conference on Tuesday, March 27<sup>th</sup></b> (If your answer is no, you need to go no further)			<b>Yes</b>	<b>No</b>
<b>I plan to attend the breakfast on Tuesday- Keynote Address – Dr. Melvin J. Gravely, II – Institute for Entrepreneurial Thinking</b> Topic: When Black and White Make Green; Principles for Business Success				
<i>Please check the breakout session you plan to attend</i>				
<b>I plan to attend this Tuesday morning breakout session 9:30 – 10:45:</b>			<b>(Check only one)</b>	
<b>Navigating MDOT's Contract Payment Process</b> The session's focus will include: <ul style="list-style-type: none"> <li>• Project Documentation (paper work)</li> <li>• Claims and Extensions of Time</li> <li>• Consultants Payments</li> <li>• Prompt Payments</li> </ul>				
<b>Bonding and Accounting Requirements</b> This session will focus on bonding and accounting requirements when working on MDOT Projects.				
<b>Project Safety: Protecting Yourself, Protecting Your Employees</b> This session will focus on MIOSHA Safety Requirements.				
<b>Surviving Tough Economic Times: How to Manage Your Cash Flow</b> This session provides cash flow tips for small business owners when they are on/between contracts.				
<b>I plan to attend the General Session: Panel of MDOT Region Engineers</b>			<b>Yes</b>	<b>No</b>
<b>I plan to attend the luncheon on Tuesday Keynote Address – Dennis Archer, Dickinson Wright Law Firm</b> Topic: Building a Diverse 21 <sup>st</sup> Century Workforce				

Please fax the completed form to 517-335-6859 or  
Mail the completed form in the envelope provided.  
(No Postage Required)

EARLY BIRD REGISTRATION!!!!  
Register by Friday, February 2 and receive a copy of the current  
"Standard Specifications for Construction" book.

Note: This is a free conference so please register no later than Friday, March 2<sup>nd</sup>. Space is limited.